



Tapestry Segmentation Area Profile

Ranked by Households

Prepared by ARMS

Counties: Houston, AL

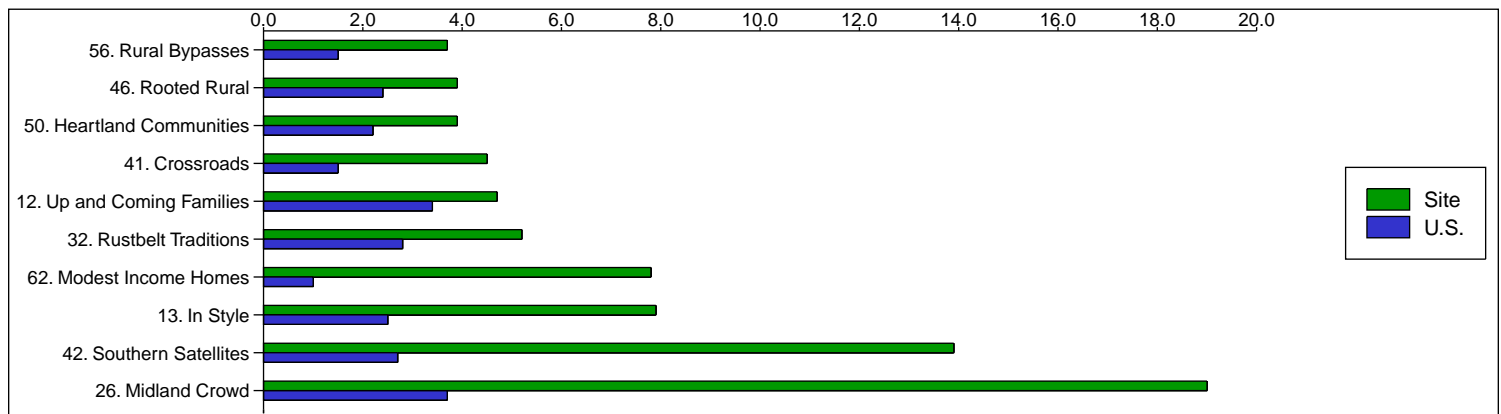
Top Twenty Tapestry Segments

Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Rank	Tapestry Segment	Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	26. Midland Crowd	19.0%	19.0%	3.7%	3.7%	509
2	42. Southern Satellites	13.9%	32.9%	2.7%	6.4%	509
3	13. In Style	7.9%	40.8%	2.5%	8.9%	318
4	62. Modest Income Homes	7.8%	48.6%	1.0%	9.9%	773
5	32. Rustbelt Traditions	5.2%	53.8%	2.8%	12.7%	185
	Subtotal	53.8%		12.7%		
6	12. Up and Coming Families	4.7%	58.5%	3.4%	16.1%	137
7	41. Crossroads	4.5%	63.0%	1.5%	17.6%	301
8	50. Heartland Communities	3.9%	66.9%	2.2%	19.8%	181
9	46. Rooted Rural	3.9%	70.8%	2.4%	22.2%	158
10	56. Rural Bypasses	3.7%	74.5%	1.5%	23.7%	247
	Subtotal	20.7%		11.0%		
11	14. Prosperous Empty Nesters	3.3%	77.8%	1.8%	25.5%	181
12	33. Midlife Junction	2.6%	80.4%	2.5%	28.0%	106
13	28. Aspiring Young Families	2.6%	83.0%	2.4%	30.4%	112
14	02. Suburban Splendor	2.4%	85.4%	1.7%	32.1%	141
15	53. Home Town	2.4%	87.8%	1.5%	33.6%	161
	Subtotal	13.3%		9.9%		
16	34. Family Foundations	1.8%	89.6%	0.9%	34.5%	210
17	29. Rustbelt Retirees	1.8%	91.4%	2.1%	36.6%	84
18	36. Old and Newcomers	1.5%	92.9%	2.0%	38.6%	79
19	57. Simple Living	1.2%	94.1%	1.4%	40.0%	86
20	30. Retirement Communities	1.2%	95.3%	1.5%	41.5%	82
	Subtotal	7.5%		7.9%		
	Total	95.3%		41.5%		230

Top Ten Tapestry Segments

Site vs. U.S.

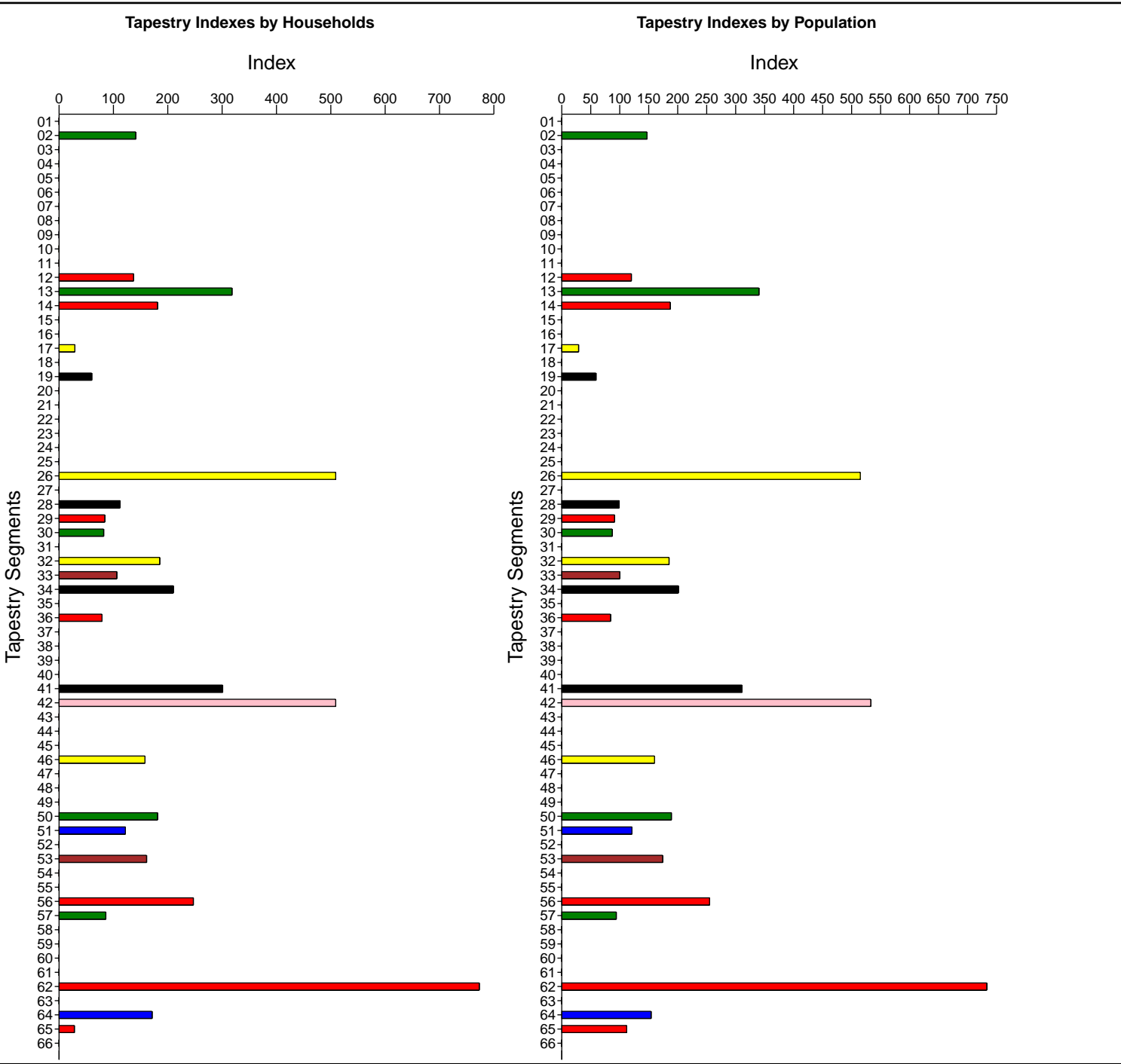


Percent of Households by Tapestry Segment

Source: ESRI



Counties: Houston, AL



Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Houston, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	39,894	100.0%		97,907	100.0%	
L1. High Society	976	2.4%	19	2,869	2.9%	21
01 Top Rung	0	0.0%	0	0	0.0%	0
02 Suburban Splendor	976	2.4%	141	2,869	2.9%	147
03 Connoisseurs	0	0.0%	0	0	0.0%	0
04 Boomburbs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
L2. Upscale Avenues	3,511	8.8%	64	8,580	8.8%	64
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
13 In Style	3,148	7.9%	318	7,637	7.8%	340
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
17 Green Acres	363	0.9%	29	943	1.0%	29
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
L3. Metropolis	3,577	9.0%	170	8,556	8.7%	166
20 City Lights	0	0.0%	0	0	0.0%	0
22 Metropolitans	0	0.0%	0	0	0.0%	0
45 City Strivers	0	0.0%	0	0	0.0%	0
51 Metro City Edge	457	1.1%	122	1,226	1.3%	121
54 Urban Rows	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	3,120	7.8%	773	7,330	7.5%	733
L4. Solo Acts	611	1.5%	23	1,247	1.3%	25
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
36 Old and Newcomers	611	1.5%	79	1,247	1.3%	84
39 Young and Restless	0	0.0%	0	0	0.0%	0
L5. Senior Styles	4,635	11.6%	94	10,878	11.1%	107
14 Prosperous Empty Nesters	1,334	3.3%	181	3,081	3.1%	187
15 Silver and Gold	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	704	1.8%	84	1,679	1.7%	91
30 Retirement Communities	481	1.2%	82	950	1.0%	87
43 The Elders	0	0.0%	0	0	0.0%	0
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,556	3.9%	181	3,581	3.7%	189
57 Simple Living	487	1.2%	86	1,071	1.1%	94
65 Social Security Set	73	0.2%	28	516	0.5%	112
L6. Scholars & Patriots	0	0.0%	0	0	0.0%	0
40 Military Proximity	0	0.0%	0	0	0.0%	0
55 College Towns	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0

Source: ESRI



Tapestry Segmentation Area Profile

LifeMode Groups
Prepared by ARMS

Counties: Houston, AL

Tapestry LifeMode Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	39,894	100.0%		97,907	100.0%	
L7. High Hopes	1,049	2.6%	64	2,197	2.2%	59
28 Aspiring Young Families	1,049	2.6%	112	2,197	2.2%	99
48 Great Expectations	0	0.0%	0	0	0.0%	0
L8. Global Roots	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
L9. Family Portrait	2,785	7.0%	90	6,796	6.9%	76
12 Up and Coming Families	1,857	4.7%	137	4,424	4.5%	120
19 Milk and Cookies	466	1.2%	60	1,266	1.3%	59
21 Urban Villages	0	0.0%	0	0	0.0%	0
59 Southwestern Families	0	0.0%	0	0	0.0%	0
64 City Commons	462	1.2%	171	1,106	1.1%	154
L10. Traditional Living	3,854	9.7%	110	8,809	9.0%	108
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,091	5.2%	185	4,862	5.0%	185
33 Midlife Junction	1,050	2.6%	106	2,156	2.2%	100
34 Family Foundations	713	1.8%	210	1,791	1.8%	201
L11. Factories & Farms	7,970	20.0%	211	20,117	20.5%	220
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	5,541	13.9%	509	13,938	14.2%	533
53 Home Town	939	2.4%	161	2,381	2.4%	174
56 Rural Bypasses	1,490	3.7%	247	3,798	3.9%	255
L12. American Quilt	10,926	27.4%	294	27,858	28.5%	308
26 Midland Crowd	7,569	19.0%	509	19,340	19.8%	515
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
41 Crossroads	1,814	4.5%	301	4,824	4.9%	311
46 Rooted Rural	1,543	3.9%	158	3,694	3.8%	160
66 Unclassified	0	0.0%	0	0	0.0%	0

Data Note: This report identifies neighborhood segments in the area, and describes the socioeconomic quality of the immediate neighborhood. The Index is a comparison of the percent of households or population in the area, by Tapestry segment, to the percent of households or population in the United States, by segment. An index of 100 is the U.S. average. Tapestry segment descriptions can be found at <http://www.esri.com/library/whitepapers/pdfs/community-tapestry.pdf>

Source: ESRI



Tapestry Segmentation Area Profile

Urbanization Groups

Prepared by ARMS

Counties: Houston, AL

Tapestry Urbanization Groups	2008 Households			2008 Population		
	Number	Percent	Index	Number	Percent	Index
Total	39,894	100.0%		97,907	100.0%	
U1. Principal Urban Centers I	0	0.0%	0	0	0.0%	0
08 Laptops and Lattes	0	0.0%	0	0	0.0%	0
11 Pacific Heights	0	0.0%	0	0	0.0%	0
20 City Lights	0	0.0%	0	0	0.0%	0
21 Urban Villages	0	0.0%	0	0	0.0%	0
23 Trendsetters	0	0.0%	0	0	0.0%	0
27 Metro Renters	0	0.0%	0	0	0.0%	0
35 International Marketplace	0	0.0%	0	0	0.0%	0
44 Urban Melting Pot	0	0.0%	0	0	0.0%	0
U2. Principal Urban Centers II	535	1.3%	28	1,622	1.7%	30
45 City Strivers	0	0.0%	0	0	0.0%	0
47 Las Casas	0	0.0%	0	0	0.0%	0
54 Urban Rows	0	0.0%	0	0	0.0%	0
58 NeWest Residents	0	0.0%	0	0	0.0%	0
61 High Rise Renters	0	0.0%	0	0	0.0%	0
64 City Commons	462	1.2%	171	1,106	1.1%	154
65 Social Security Set	73	0.2%	28	516	0.5%	112
U3. Metro Cities I	466	1.2%	10	1,266	1.3%	11
01 Top Rung	0	0.0%	0	0	0.0%	0
03 Connoisseurs	0	0.0%	0	0	0.0%	0
05 Wealthy Seaboard Suburbs	0	0.0%	0	0	0.0%	0
09 Urban Chic	0	0.0%	0	0	0.0%	0
10 Pleasant-Ville	0	0.0%	0	0	0.0%	0
16 Enterprising Professionals	0	0.0%	0	0	0.0%	0
19 Milk and Cookies	466	1.2%	60	1,266	1.3%	59
22 Metropolitans	0	0.0%	0	0	0.0%	0
U4. Metro Cities II	2,854	7.2%	66	6,185	6.3%	64
28 Aspiring Young Families	1,049	2.6%	112	2,197	2.2%	99
30 Retirement Communities	481	1.2%	82	950	1.0%	87
34 Family Foundations	713	1.8%	210	1,791	1.8%	201
36 Old and Newcomers	611	1.5%	79	1,247	1.3%	84
39 Young and Restless	0	0.0%	0	0	0.0%	0
52 Inner City Tenants	0	0.0%	0	0	0.0%	0
60 City Dimensions	0	0.0%	0	0	0.0%	0
63 Dorms to Diplomas	0	0.0%	0	0	0.0%	0
U5. Urban Outskirts I	2,091	5.2%	48	4,862	5.0%	44
04 Boomburbs	0	0.0%	0	0	0.0%	0
24 Main Street, USA	0	0.0%	0	0	0.0%	0
32 Rustbelt Traditions	2,091	5.2%	185	4,862	5.0%	185
38 Industrious Urban Fringe	0	0.0%	0	0	0.0%	0
48 Great Expectations	0	0.0%	0	0	0.0%	0

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51 Metro City Edge	457	1.1%	122	1,226	1.3%	121
55 College Towns	0	0.0%	0	0	0.0%	0
57 Simple Living	487	1.2%	86	1,071	1.1%	94
59 Southwestern Families	0	0.0%	0	0	0.0%	0
62 Modest Income Homes	3,120	7.8%	773	7,330	7.5%	733
U7. Suburban Periphery I	7,315	18.3%	117	18,011	18.4%	114
02 Suburban Splendor	976	2.4%	141	2,869	2.9%	147
06 Sophisticated Squires	0	0.0%	0	0	0.0%	0
07 Exurbanites	0	0.0%	0	0	0.0%	0
12 Up and Coming Families	1,857	4.7%	137	4,424	4.5%	120
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15 Silver and Gold	0	0.0%	0	0	0.0%	0
U8. Suburban Periphery II	2,693	6.8%	70	6,216	6.3%	70
18 Cozy and Comfortable	0	0.0%	0	0	0.0%	0
29 Rustbelt Retirees	704	1.8%	84	1,679	1.7%	91
33 Midlife Junction	1,050	2.6%	106	2,156	2.2%	100
40 Military Proximity	0	0.0%	0	0	0.0%	0
43 The Elders	0	0.0%	0	0	0.0%	0
53 Home Town	939	2.4%	161	2,381	2.4%	174
U9. Small Towns	3,370	8.4%	174	8,405	8.6%	190
41 Crossroads	1,814	4.5%	301	4,824	4.9%	311
49 Senior Sun Seekers	0	0.0%	0	0	0.0%	0
50 Heartland Communities	1,556	3.9%	181	3,581	3.7%	189
U10. Rural I	7,932	19.9%	176	20,283	20.7%	182
17 Green Acres	363	0.9%	29	943	1.0%	29
25 Salt of the Earth	0	0.0%	0	0	0.0%	0
26 Midland Crowd	7,569	19.0%	509	19,340	19.8%	515
31 Rural Resort Dwellers	0	0.0%	0	0	0.0%	0
U11. Rural II	8,574	21.5%	279	21,430	21.9%	289
37 Prairie Living	0	0.0%	0	0	0.0%	0
42 Southern Satellites	5,541	13.9%	509	13,938	14.2%	533
46 Rooted Rural	1,543	3.9%	158	3,694	3.8%	160
56 Rural Bypasses	1,490	3.7%	247	3,798	3.9%	255
66 Unclassified	0	0.0%	0	0	0.0%	0

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